

Zippy's Java Lounge
Marilyn Rosenberg & Zippy Rosenberg Portraits
1804 Hewitt Ave, Everett WA
spotzippy@gmail.com
425.258.4940

Brynn Eden
Photographer

Owner

Marilyn Rosenburg started Zippy's Java Lounge in July of 2005. She named the coffee shop after her dalmatian and adorned the restaurant after her spotted pup who is also referred to as the owner. Marilyn is a free spirited woman who runs her shop with community in mind. Every month there is a calendar that goes out listing events and meetings that happen. She's a active community member herself by being apart of the Raw Food meet up, Green Everett, and Fourth Corner exchange groups that house their meetings at Zippy's Java. She has also been awarded the 90.7 KSER Voice of the Community award for her activism and community outreach.

The food Marilyn puts out is designed to be tasty but conscious ecologically and socially. There is a hard drive on her part to make her business support her sustainable living ethics. Anyone from different dietary needs can get food. There is a raw food menu, a vegan/vegetarian menu and meat-atarian options so everyone is welcome. The coffee

Use for Photos

Marilyn is emerging into the community's eye more and more each day as her shop becomes a massive central hub for the community in Everett. She does not have an established portraits of herself or her co-owner Zippy for her website or to give to the press.

Permits

There will be no need for permits for shooting at her shop and permission has been granted to shoot on location.

Analysis of Person

Marilyn has some wild hair that I don't want to have any light coming from behind her head and some wrinkles on her face that I would probably just use a diffused light source to let her smile and lovely personality supercede.

Shot Plan

There will be four environmental shots of Marilyn behind the bar, two portrait and landscaped orientated shots. One of both orientations will feature Zippy in front of the counter. Then there will be a studio portrait head shot for Marilyn and Zippy. An assistant will not be needed.

Lighting Plan

Have one q-flash with a soft box be the main light that goes on her face and the bounce another q-flash from a white bounce card to bring in a base fill to the rest of the image because the shop is very low lighting. The on location studio head shot will be situated near a window in the front of the shop and I want to used the window light as the fill and a q-flash with a soft box as a main light.

Equipment List

- 2 Q-Flashes
- 3 Pocket Wizards
- 1 Reflector
- Tripod
- 40d DSLR
- Light Meter
- Light Stands
- Soft Box
- Speed Ring
- 2 Q-Flash Pocket Wizard Cords
- Dog Treats (got to get Zippy's attention right?)

Jeremy Lange
Client Information & Job Analysis

Client:

Walt Pillman

14005 64th Pl West
Edmonds WA 98026

(206) 730-2566

waltp@keepclam.com

Client Bio:

Walt Pillman was born and raised in Arizona and attended Arizona State where he received his degree in business. After graduation Walt went on to manage several restaurants, eventually moving to Seattle where he met his wife and started his family, now a father of three daughters.

A couple years after relocating to Seattle, Walt was offered a job as General Manager at the Ivar's on the pier. A couple years later Seattle approved a new stadium for the Mariners and construction of Safeco Field and the additional field for the Seahawks, Quest Field. Walt was a key player in establishing Ivar's presence in both fields and has since helped Ivar's take management of several other stands in the fields.

Walt has also helped Ivar's get into other venues such as the Everett Event Center and Husky stadium. Walt is now the Director of Ivar's Sports and Entertainment division and oversees restaurants, which include, Ivar's, Kid Valley, Grounders, Flying Taco and Bigfoot Hotdog/12th Clam.

Client has requested permission for potential use as follows:

- Ivar's website use for a period of no longer than a year
- Media distribution for a period of no longer than a year
- Personal (Family) use, unlimited

Location Analysis –

The subject, Walt Pillman, will be photographed on location at Quest Field. Walt will be photographed from roughly the twenty yard line at the north end of the field. This will be an outside location and in the middle of the field. This produces two predominant problems: The location will be susceptible to rain and weather. There will be no outlets for strobes. If the weather behaves the location will prove beneficial as to having lots of natural light. Consideration needs to be taken in regards to the time of day as the shadows of the structure begin to creep across the field after high noon on a bright sunny day. The shoot will be scheduled for solar noon, approximately 1 o'clock to afford the best possible lighting scenario. There will be no other occupants at the location during the shoot.

Permits & Permission Needed –

Walt Pillman has received permission to shoot on location at Quest Field and will fill out an Indemnification Agreement.

Insurance –

Insurance will be provided by photographer under a umbrella policy that covers the photography club. All Pro Risk Management charges a location extension fee of \$100.

Client Physical Analysis –

Walt Pillman is a graying but not balding middle age male. He has a medium build and stands at 6'2". Upon inquiry the client expressed no concerns in regards to his features. Walt does a slight double chin and bags under his eyes.

Shot Plan –

The location shoot will be located at the twenty-yard line on Quest Field, at the north end. Depending on what the sun wants to do that day, if it is out the sun will be the main light and a Qflash will be used as a fill. If it is a cloudy day there will be a second Qflash that will be used as the main light.

Head shoot will be done in one of the interior breezeways with a possibility of three options. The first would be to shoot it against one of the gray cement walls with the subject standing at a distance away so that the wall blurs out. The second and third would be to have a black backdrop and a white backdrop. Qflashes will be used as the main and fill light.

Assistant Duties –

The assistant will be in charge of making sure that the clothing and props look appropriate at all times. They will also be in charge of the setup and teardown of lights and backdrops. It will be necessary to set up and tear down as quickly as possible being the client will have to be on location during the whole time due to permission and supervision issues with Quest Field.

Lighting Plan –

Location Lighting Plan 1- Sun fill, Qflash rim three quarter front camera left

Location Lighting Plan 2 – Sun main, Qflash fill three quarter front camera left

Head shoot Lighting plan – Qflash front fill, Qflash three quarter front camera left, slightly raised to create Rembrandt

Equipment List –

Camera

24-70 lens

16-35 lens

Tripod

Wireless Remote

2 memory cards

2 camera batteries

3 Pocket Wizards

Light Meter

Reflector
2 lightstands
Reflector/ backdrop holder
2 Qflashes
2 Umbrellas
2 Umbrella Brackets
2 Qflash batteries
2 Qflash battery chargers
Black backdrop sheet
White backdrop sheet

Corporate Photo

Photographer: Noah Arvan

Client: David Buck
1223 Spring St #1000
Seattle, WA 98104
(206)587-4224
dbuck@riddellwilliams.com

Description:

David Buck is Chair of Riddell Williams' Real Estate Group. He concentrates his practice in real estate, including corporate counseling, financing, leasing, development, architecture, construction, property management, broker and escrow matters. He advises many companies and nonprofits doing business in the Pacific Northwest, including Harbor Properties, Inc., Vance Corporation, Emeritus Corporation, BNSF Railway, The Bullitt Foundation, Northwest Center, Multicare Health Systems, YMCA of Greater Seattle, Pioneer Human Services and the Seattle Aquarium Society.

Prior to entering private practice, David served as a law clerk to Judge Morrell E. Sharp of the United States District Court of the Western District of Washington from 1977 to 1978.

Education and Admissions

David received his B.A. from Princeton University, cum laude, in 1971, and his J.D. from Georgetown University Law Center, with honors, in 1977. He is admitted to practice in Washington.

Memberships

American Bar Association, King County Bar Association, Washington State Bar Association

Professional and Community Activities

David is President of the Frye Art Museum Board of Trustees, Vice-President of the Seattle Chinese Garden Society, the immediate Past Chair of ArtsFund, and a member of the Advisory Board of The Film School. David is a graduate of Leadership Tomorrow.

Awards and Recognition

David was named one of "Seattle's Top Lawyers" by Seattle Magazine, one of "Seattle's Top Business Lawyers" by Seattle Business Monthly, and a Super Lawyer® by Washington Law & Politics magazine. David has also received annual Pro Bono Publico Commendations from the Washington State Bar Association.

Client Usage: David would be using the photo he likes the best on his website. The current photo on his profile is a little out-dated, and he wants to use a newer picture.

Location: The location is going to be David's home office . It is a good location, on the 10th floor with a great view of the city. He has a few items that I will try to include in the background that are related to the work David does. Law books, teletype machines, etc. There

are plenty of outlets, however I plan on using my Q-Flash for fill lighting, so the outlets will be unnecessary.

Permits: There are no permits required to shoot at this location.

Insurance: I will not need any extra insurance for this shoot.

Subject: David has a full face and a really good smile. He did not express any concerns about his looks, however I will not be shooting with a wide angle lens. I plan to shoot at 80mm.

Lighting Plan: For the Headshot I plan to use a “Clam-shell” lighting setup. I have two umbrellas and two q-flashes, so it should be a fairly easy and clean looking light to set up.

For the environmental shot I plan to use ambient light from a west-facing window. I will use my q-flash with soft box as a fill.

Gear List:

Canon 5D W/ 50mm fixed lens and 20-105mm zoom lens.

2 Q-Flash kits w/light stands, soft box, and umbrella.

Light meter

Canon Speedlight

Reflector/ Diffuser Multidisk

Part 1. Client Information and job analysis Due Oct. 16th Grade _____

Cover sheet with name, address, phone and email of your subject.

Two paragraph description of him/her.

One paragraph outlining client's license needs for the photos.

Analysis of the location. What are the strengths of the location? The weaknesses? The opportunities? The threats or what might get in the way, like no outlets near your location or a lot of foot traffic through the potential site. Lighting available or created?

Permits or permissions needed to shoot at the location.

Extra insurance needed?

Analysis of the person. Does he/she have a prominent nose? Bags under their eyes? Do they have concerns about their features?

_____ Shot plan including location for environmental portrait and headshots, assistant duties

_____ Lighting plan

_____ Equipment list

Todd DeJarlais
Corporate Portrait

John Reed
Starbucks Company
Legal Department
2401 Utah Ave South
Seattle WA 98134

jreed@starbucks.com

About Starbucks:

Starbucks is one of the largest coffee roasters and retailers in the world. Starbucks purchases and roasts high-quality whole bean coffees and sells them along with Italian style espresso beverages, a variety of pastries and confections, and coffee-related accessories and equipment -- primarily through its company-operated retail stores. In addition to sales through our company-operated retail stores, Starbucks sells whole bean coffees through a specialty sales group and supermarkets.

John is a corporate attorney who works out of the downtown headquarters. I plan to use the environmental portrait to connect the "suit" image with a down-in-the-trenches feel by photographing John inside a working retail store.

Image Usage:

The portraits will be used on a company website. The in-studio "head and shoulders" portrait will be on a simple mottled gray / dark gray background. The environmental portrait will be in a Starbucks store, with subject sharp in the foreground and the coffee shop in the background slightly blurred.

License Issues

The image will be available for unlimited website usage for an unlimited term. Photographer will retain the right for personal promotion use.

Subject Notes:

John has a round face and a mid-height staky build. I plan to use a soft $\frac{3}{4}$ top key light to best accentuate his features and slim his build by only lighting the side edge of his body. Because he is a mature man, I intend to use light skin retouching to smooth his features and remove several pockmarks in his skin.

In-Studio Portrait / Lighting Notes:

The in-studio portrait will utilize three lights, a background light, hair-light and $\frac{3}{4}$ top key, with a reflector or white-card as fill. The hair-light will be 1 to 2 stops brighter

than the background and key lights. I will use Profoto strobe equipment for this shot.

In-Studio Equipment:

- Canon 5D
- Cannon 85mm 1.2 Lens
- Profoto Power Pack
- Profoto Head (3)
- Softbox
- Gridspot
- Gray Muslin Background

Environmental Portrait Location / Lighting Notes:

The Starbucks store has large north-facing windows along one wall and overhead incandescent recessed lighting combined with hanging pennant lights. Because this is a working store, shot must be taken quickly with minimal equipment. I will use portable speedlite handheld.

Shot will be taken on an overcast day, with minimal natural light from the windows. Overhead tungsten light will serve as a fill. An off-camera speedlite with min beauty dish and warming filter, located $\frac{3}{4}$ camera left will be used as a key light. I will be using a 50mm prime lens at 1.8 for a soft background and sharp subject.

The background blur will prevent any people in the store from being recognizable in the final image. Because this shot will be done quickly in a location owned by the company no insurance will be necessary.

Environmental Portrait Equipment:

- Canon 5D
- Canon 50mm 1.4 Lens
- Canon Remote Speedlite Transmitter
- Canon 580 EX2 Speedlite
- Interfit Mini Beauty Dish for Speedlite
- Interfit Dish Adaptor Mount
- Folding Reflector
- Gray Card (White Balance)

